

Application No. 10/092288  
Amendment dated May 15, 2006  
Reply to Office Action of December 14, 2005

Docket No.: 013212.0147C1US  
Formerly 13212.111)

### REMARKS

Claims 1 – 44 are pending in this application.

In an Office Action mailed 14 December 2005, the Examiner objected to claim 31 because of a typographical error. Claim 31 has been amended to correct the typographical error. Claims 13, 27, and 42 have also been amended to correct typographical errors.

The Examiner also rejected claims 6 – 8 under 35 USC 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claims the subject matter which Applicants regard as the invention. Claim 6 has been amended to correct the insufficient antecedent basis. Applicant believes that claims 6 – 8 are now allowable under 35 USC 112, second paragraph.

In an Office Action mailed 14 December 2005, the Examiner rejected claims 1 – 44 under 35 USC 103(a) as being unpatentable over US Patent No. 6,076,652 issued to Head, III (hereinafter, "Head"). This rejection is respectfully traversed.

The Head Patent teaches an automated assembly line that is computer controlled and operated. More particularly, the Head automated assembly line relates to methods for the real time asynchronous operation of a computer controlled and operated automated assembly line for the production of a standard product. Each of the multiple machines in the Head assembly line are programmed to perform a specific function in the predefined process for producing the standard product. There is no hint of product customization or the ability of customers to access this system to uniquely define a product.

In contrast, Applicant's on-demand fulfillment system provides a user interface to enable customers to select from a number of available products, then customize one or more of the products that they select to match their unique needs. These products are social expression based and are therefore customized to match the particular social expression needs of each customer. Applicant has amended the independent claims 1, 16, 30 to reflect this ability to dynamically alter the product definition and thereby reprogram the manufacturing process to manufacture the customized product selected by the customer. This ability to dynamically adapt to individual customer re-definition of the various products is neither shown nor suggested by the cited Head Patent.

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Applicant therefore believes that claims 1-44 are now allowable under 35 USC 103(a) over the cited Head patent.

In view of the above amendments and remarks, Applicants believe the pending application is in condition for allowance. Applicants have included a credit card payment for a two-month extension of time with this response. If it is determined that additional fees are due, please charge our Deposit Account No. 50-1848, under Order No. 013212.0147C1US from which the undersigned is authorized to draw.

Respectfully submitted,  
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